Media Arts
Program of Studies
2017-2019

Learning that works for Kentucky
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MEDIA ARTS

Course Title	Post-Secondary Connection	Valid Course Code	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Introduction to Media Arts		480901	X	X	X		1
Interactive Design		480902		X	X	X	1
Moving Image Animation		480903		X	X	X	1
Virtual Design		480904			X	X	1
Video Studio Fundamentals		480910		X	X	X	1
Studio Directing and Performance		480911		X	X	X	1
Advanced Studio Production (Moving Image)		480912			X	X	1
Two-Dimensional Media Design		480920		X	X	X	1
Digital Imaging		480921		X	X	X	1
Advanced Production Design		480922			X	X	1
Media Arts Co-op		480950			X	X	1
Media Arts Internship		480951			X	X	1

Overview of Media Arts

Purpose:
The Media Arts Program of Studies is new to Kentucky schools and constitutes a major revision designed to:
- Reduce duplication of existing Career and Technical Education programming
- Align content with current industry practice and the new National Coalition for Core Arts Standards for the Media Arts.

The interest and use of technology in classroom instruction has gained momentum as a wide spectrum of creative activities in media arts are more readily available. While general instructional technology continues at all levels of public education, there are increasingly new and vigorous experiences in media arts including: cinema, animation, sound imaging design, virtual design, interactive design, multimedia, and intermedia. This content may be somewhat unfamiliar to the general public, but practitioners are involved in its instruction and students are engaged.

Career Pathways
Cinematography and Video Production
Graphic Design
Interactive Media

Schools should begin to counsel students to consider a college and career pathway in the Media Arts during their 8th and 9th grade years; and students should declare an intention to follow a Media Arts pathway in their Individual Learning Plan (ILP) at this time.

Students will develop a comprehensive Media Arts portfolio to show their progress through the pathway and will be a component of their pathway progress.

Standards Based Curriculum
Each pathway incorporates content aligned with the *Kentucky Academic Standards* (KAS), http://education.ky.gov/curriculum/standards/kyacadstand/Pages/default.aspx, and the arts and the *National Core Arts Standards* (NCAS), http://nationalartsstandards.org/.

Kentucky Occupational Skill Standards
The Kentucky Occupational Skill Standards are the performance specifications that identify the knowledge, skills, and abilities an individual needs to succeed in the workplace. Identifying the necessary skills is critical to preparing students for entry into employment or postsecondary education. Because of the importance of skill standards, the Office of Career and Technical Education, in conjunction with industry partners, has developed a system to certify that students have attained the necessary skills for employment or postsecondary education. Standards are being piloted in the areas of Cinematography and Video Production and Graphic Design. These standards describe the necessary **occupational, academic,** and **employability** skills needed to enter the workforce or post-secondary education in specific career areas. There is an ongoing effort to continue to refine these standards by which exemplary Media Arts programs are evaluated and certified. The strength of these business partnerships insures that curriculum meets industry specifications.

Valid KOSSA and Industry Certification for Career Readiness
The Valid List of KOSSA and Industry Certifications for Career Readiness can be viewed via the following link: http://education.ky.gov/CTE/kossa/Pages/ValidKOSSAList.aspx. The valid list is reviewed annually through the established process and publishes by June 1 for the corresponding academic year.

School Based Enterprises
In many Kentucky high school Media Arts programs a school based enterprise is an integral part of the curriculum. Running an actual business allows students to learn contextually without leaving school. Textbook concepts become real as students operate a business.

Work Based Learning
Cooperative experience, internships, shadowing and mentoring opportunities will provide depth and breadth of learning in the instructional program and allow students to directly apply concepts learned in the classroom. Students are encouraged to participate in cooperative education and other work-based learning experiences. Cooperative Education consists of in-school instruction combined with on-the-job work experience. Specific guidelines are outlined in 705 KAR 4:041. Information on other types of work-based learning are described in detail in the document Work-Based Learning Manual available on the KDE web page at http://education.ky.gov/CTE/cter/Pages/WBL.aspx.

Student Organizations
Each school offering a program in Media Arts is encouraged to offer an appropriate student organization: SkillsUSA and/or TSA. The student organization skills should be an integral part of the curriculum and included in daily lesson plans. They are also encouraged to have students participate in the Student Technology Leadership Program (STLP). Participation provides a vehicle for students to employ higher order thinking skills, to interact with high-level industry stakeholders, and to further enhance their leadership skills through their participation in regional, state and national competitive events as well as local activities.

Media Arts Program of Studies
The Media Arts Program of Studies is intended to replace the separate program areas of Multimedia, Radio/TV and Visual Communication Arts. Teachers from those programs will be certified for all courses in this program.

Teacher Certifications
The teacher certifications for the courses in this program are:

767 Commercial Art
772 Graphic Arts
796 Radio And TV Productions
811 Digital Media
798 Multimedia Technologies
946 Computer Graphics

Please address questions to:

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MEDIA ARTS CAREER PATHWAYS
2017-2018

CINEMATOGRAPHY AND VIDEO PRODUCTION
CIP 09.0701.00

PATHWAY DESCRIPTION: The Cinematography and Video Production pathway prepares students to communicate dramatic information, ideas, moods, and feelings through the making and producing of videos and cinematographic expression. The pathway includes the theory of video, video technology and equipment operation, video production, video directing, video editing, cinematographic art, video and audio technique, and multi-media production. The pathway prepares students to function as staff, producers, directors, and managers of media programming and media organizations. Topics of study in this pathway include writing and editing; performing; media regulations, law, and policy; aesthetic meaning, appreciation, and analysis; construction, development, processing, modeling, simulation and programming of audio, and moving image programs and messages; transmission, distribution, and marketing; contextual, cultural and historical aspects, and considerations.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Choose (4) FOUR CREDITS from the following: • 480901 Introduction to Media Arts • 480910 Video Studio Fundamentals • 480911 Studio Directing and Performance • 480912 Advanced Studio Production (Moving Images) • 480950 Media Arts Co-op **OR** 480951 Media Arts Internship	Advertising Copywriter Audio-Visual Technician Broadcast Technician Camera Operator Director Director of Photography Film and TV Crew Film Editor Photographer Photojournalist Radio / Television Program Director

MEDIA ARTS CAREER PATHWAYS
2017-2018

GRAPHIC DESIGN
CIP 50.0401.00

PATHWAY DESCRIPTION: The Graphic Design pathway prepares students to apply skills that focus on the principles and techniques for effectively communicating ideas/information and packaging products to business and consumer audiences- both in digital and other formats. Topics of study in this pathway include aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; transmission, distribution and marketing; contextual, cultural and historical aspects and considerations.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Choose (4) FOUR CREDITS from the following: • 480901 Introduction to Media Arts • 480920 Two-Dimensional Media Design • 480921 Digital Imaging • 480922 Advanced Production Design • 480950 Media Arts Co-op **OR** 480951 Media Arts Internship	Advertising Account Executive Advertising Copywriter Art Director Graphic Designer Sign Maker Visual Merchandiser

MEDIA ARTS CAREER PATHWAYS 2017-2018

INTERACTIVE MEDIA
CIP 10.0304.00

PATHWAY DESCRIPTION: The Interactive Media pathway prepares students to use computer applications and related visual and sound imaging techniques to manipulate images and information originating as video, still photographs, digital copy, soundtracks, and physical objects in order to communicate messages simulating real-world content. The pathway includes instruction in specialized camerawork and equipment operation and maintenance, image capture, computer applications, dubbing, and applications to specific commercial, industrial, and entertainment needs. Topics of study in this pathway include aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; transmission, distribution and marketing; contextual, cultural and historical aspects and considerations.

BEST PRACTICE COURSES	EXAMPLE ILP-RELATED CAREER TITLES
Choose (4) FOUR CREDITS from the following: • 480901 Introduction to Media Arts • 480902 Interactive Design • 480903 Moving Image Animation • 480904 Virtual Design • 480950 Media Arts Co-op **OR** 480951 Media Arts Internship	Advertising Account Executive Advertising Copywriter Art Director Audio-Visual Technician Broadcast Technician Camera Operator Computer Animator Director of Photography Film and TV Crew Film Editor Graphic Designer Photographer Website Designer

Introduction to Media Arts
Valid Course Code: 480901

Course Description: This course is an introduction to and survey of the creative and conceptual aspects of designing media arts experiences and products, including techniques, genres and styles from various and combined media and forms, including moving image, sound, interactive, spatial and/or interactive design.

Content/Process

Students will:

1. Examine careers in the Media Arts.
2. Analyze ethics as it relates to Media Arts.
3. Research the history of Media Arts.
4. Explore how to collaborate and interact within teams and with clients.
5. Explore the use of technology specific to Media Arts.
6. Examine how to pitch and present a project.
7. Identify how to constructively critique fellow student work.
8. Identify an audience and when the use of specific media tools are appropriate.
9. Explore how to use the elements and principles of design.
10. Demonstrate the production process.

Connections

- Post-Secondary Connection— Course determined through local dual/articulation agreement
- CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
- Kentucky Occupational Skill Standards
- 21st Century Skills

Interactive Design
Valid Course Code: 480902

Course Description: This course allows students to use the creative and conceptual aspects of designing and producing interactive media arts experiences and products and services. This includes reactive (sensory-based [touch, proximity, movement, etc.] devices) and interactive technologies, 3D video game animation, interface design, mobile device applications, web multimedia, social media based, augmented, and/or virtual reality.

Content/Process

Students will:

1. Define digital animation identifying uses within media arts.
2. Identify the purpose, audience and audience needs for a project.
3. Identify multimedia project content that is relevant to the project purpose and appropriate for the target audience.
4. Identify basic principles of multimedia project usability, readability, and accessibility.
5. Demonstrate effective use of flowcharts, storyboards, wireframes, and design concepts to create media elements and a project map that maintains the planned multimedia project hierarchy.
6. Maintain effective records of creative ideas that could include: lists, journals, notebooks, sketches, storyboards, folders or other methods of organizing ideas, writing and research.
7. Write internal and external business correspondence to convey and obtain information effectively.
8. Assess global trends and opportunities for business ventures/products and develop concept for new business venture to evaluate its success potential.
9. Utilize research, critical-thinking, planning and documenting skills to determine a central problem or challenge to overcome.
10. Select conceptual considerations to provide unity and flexibility in the creation of the Media Art projects.
11. Identify and apply the processes for the development and collaboration of media projects.
12. Plan and develop strategies for effective use of the selected media and how connections arise between individual components of the work.
13. Demonstrate the importance of time and self-management.
14. Describe the importance of collaboration and roles in a design team environment.
15. Identify and apply design principles and software used for interactive media.
16. Introduce and develop the ability to form and defend value judgments about media arts and design and to communicate design ideas.
17. Apply the concepts related to visual, spatial, sound, motion, interactive and temporal elements/features of digital technology and principles for their use in the creation and application of digital media-based work.
18. Recognize competencies with principles of visual organization, including the ability to work with visual elements.
19. Introduce and demonstrate appropriate math concepts and principles related to video and

animation.

Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement • CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review) • Kentucky Occupational Skill Standards • 21st Century Skills

Moving Image Animation
Valid Course Code: 480903

Course Description: This course introduces students to the creative and conceptual aspects of designing and producing animated images for a variety of storytelling and multimedia presentations (e.g., dramatic narratives; artistic and experimental presentations and/or installations; ambient, interactive, immersive and performance media).

Content/Process

Students will:

1. Apply multimedia project development decisions based on your analysis and interpretation of design specifications
2. Design and implement flowcharts, storyboards, wireframes and design comps to create media elements and a project map that maintains the planned multimedia project hierarchy
3. Organize and compose ideas intended for internal and external business correspondence to convey or obtain information in a cohesive, meaningful order effectively
4. Use applicable terminology, layout and design principles to create animations and moving images
5. Utilize critical-thinking and planning skills to determine best options/outcomes
6. Implement processes for the development and coordination of digitally-based art and design strategies (for example, storyboarding, concept mapping, and the use of scenarios and personas.)
7. Revise and refine project based on peer evaluation process for effective connections within individual components of the work
8. Demonstrate effective time and self-management strategies/practices for completing individual media components
9. Describe and apply the collaboration and roles in a design team environment
10. Utilize appropriate design principles and software used for interactive media
11. Apply principles of media critique to media art and design projects
12. Apply the visual, spatial, sound, motion, interactive, and temporal elements/features, concepts and principles of digital technology to the creation and application of digital media-based work.
13. Plan a media project using industry standard visual elements and principles of visual organization
14. Demonstrate and utilize appropriate mathematical concepts and principles related to moving image animation
15. Create short animated sequences to communicate with a specific purpose

Connections

- Post-Secondary Connection— Course determined through local dual/articulation agreement
- CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
- Kentucky Occupational Skill Standards

- 21st Century Skills

Virtual Design
Valid Course Code: 480904

Course Description: This course introduces students to the creative and conceptual aspects of designing and producing simulative and virtual, 3D media arts experiences, products and services for storytelling and multimedia presentations (e.g., dramatic narratives; artistic and experimental presentations and/or installations; ambient, interactive, immersive and performance media).

Content/Process

Students will:

1. Demonstrate personal growth and personal style through a professional portfolio.
2. Demonstrate from media art careers and entrepreneurial opportunities one or two specific careers specifically looking at directors, animators, and game developers.
3. Research and analyze data in film, animation and gaming careers.
4. Research and synthesize historical/cultural knowledge of media arts aesthetics, genres, influences, styles and techniques relating to animation, film, and gaming.
5. Research technological advances in the field of film, animation and gaming.
6. Identify the purpose, audience, and audience needs for preparing animated stories and games.
7. Demonstrate standard copyright rules for artwork, animation, and graphic use.
8. Demonstrate project management tasks and responsibilities.
9. Communicate with others (such as peers and clients) about animation and game design plans.
10. Demonstrate a proficient level of compositional theory, principles and elements of design animations and gaming using diverse media.
11. Make development decisions based on your analysis and interpretation of animation and game design specifications.
12. Demonstrate knowledge of flowcharts, storyboards, and wireframes to create animations and games.
13. Identify basic principles of usability, readability, and accessibility.
14. Practice brainstorming and ideation to develop a concept.
15. Conduct visual research to provide reference for a project.
16. Model and create objects using a variety of tools and techniques.
17. Conceptualize and utilize virtual 3D space.
18. Compare and contrast modeling methodologies (i.e., polygons, NURBS, splines).
19. Explain the application of low polygon and high polygon construction.
20. Modify and manipulate polygonal and NURBS objects.
21. Modify and apply surface attributes.
22. Animate textures over time.
23. Create an original texture.
24. Identify UVW mapping coordinates.
25. Explain various mapping techniques.
26. Create normal maps.
27. Describe the difference between forward and inverse kinematics.
28. Create a parent/child hierarchy.
29. Create a joint/bone chain.
30. Practice skinning models.
31. Apply and adjust weight maps.
32. Apply rotational limits to joints.

33. Explain the use of constraints to animate objects.
34. Demonstrate the use of constraints to animate objects.
35. Explain the properties and uses of different types of lights.
36. Create animated lighting.
37. Use three point lighting in a project.
38. Compare and contrast indirect lighting and direct lighting.
39. Create environmental lighting.
40. Describe the use of final gather and global illumination.
41. Effectively demonstrate the 12 Basic Principles of Animation.
42. Apply principles of animation to animated sequences.
43. Explain the role of visual language in an animation project.
44. Visually communicate concepts/ideas.
45. Illustrate actions with sequential panels.
46. Evaluate storyboards for effectiveness and feasibility.
47. Revise and refine storyboards.
48. Describe appropriate shot composition for desired results.
49. Compare and contrast types of camera movements.
50. Create and modify key frames and key poses.
51. Change an object's state or position over time.
52. Establish an object's relative speed.
53. Demonstrate an object following a path.
54. Simulate a naturally occurring or mechanical cycle (i.e., walking).
55. Apply various animation techniques (i.e., pose-to-pose, straight ahead).
56. Identify rendering types and purposes.
57. Apply appropriate rendering settings for a project.
58. Render a sequence of frames.
59. Create a particle system.
60. Create atmospheric effects.
61. Adjust the dynamic properties (i.e., gravity, wind speed).
62. Simulate soft dynamics (e.g., fabric).
63. Simulate rigid body dynamics (e.g., shattering wall, breaking glass).
64. Create animated cameras.
65. Use multiple cameras in a scene.
66. Evaluate and select camera settings to achieve desired results.
67. Place cameras to match an existing storyboard.
68. Demonstrate editing techniques.
69. Manipulate and apply audio to an animation project.
70. Select appropriate distribution format.
71. Render for distribution.
72. Demonstrate compositing by using a variety of techniques.
73. Demonstrate knowledge of how to organize and plan a video sequence.
74. Demonstrate knowledge of visual techniques for enhancing video content.
75. Demonstrate knowledge of using audio to enhance video content.
76. Demonstrate knowledge of using still images to enhance video content.
77. Identify elements of the Video Editing Software interface.
78. Identify the functions of Video Editing Software interface elements.
79. Organize and customize the Video Editing Software workspaces.
80. Import media assets (video, image, and audio files).
81. Organize and manage video clips in a sequence.

82. Trim clips.
83. Manage sound in a video sequence.
84. Manage superimposed text and shapes in a video sequence.
85. Add and manage effects and transitions in a video sequence.
86. Demonstrate knowledge of export options for video.
87. Demonstrate knowledge of how to export video from Video Editing Software.
88. Produce designs that work equally well on various operating systems, browser versions/configurations, and devices.
89. Investigate notable milestones in the development of media arts products, including platforms, hardware and software changes and advancements.
90. Analyze and critique how society has viewed 3D media products.
91. Differentiate between the varied production roles fulfilled by team members.
92. Apply the concepts of hardware and software development methodologies to 3D media.
93. Analyze and critique design goals in accordance with the target audience and desired response.
94. Design interfaces that communicate appropriate design information using the principles of human-computer interaction.
95. Synthesize the talents of a multi-disciplinary team to complete the development.
96. Investigate relevant external application programming interfaces and use them where appropriate.
97. Apply the concepts of probability and statistics to various aspects of design systems and environment.
98. Acquire mastery of advanced programming concepts as needed to complete design projects.
99. Collaboratively and individually demonstrate a proficient understanding of marketing concepts, product development and distribution.

Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement
• CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
• Kentucky Occupational Skill Standards
• 21st Century Skills

Two-Dimensional Media Design
Valid Course Code: 480920

Course Description: This course is a proficient study and production of creative and conceptual aspects of designing and producing digital imagery, graphics, and photography. This includes techniques, genres, and styles from fine arts and commercial advertising, internet and multimedia, web design, and industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing products. This course entails the use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files.

Content/Process

Students will:

1. Begin to develop a professional portfolio reflecting their personal growth and development of a personal style.
2. Examine careers and entrepreneurial opportunities associated with the media arts and looking specifically at Interactive Design and multimedia animators and artists.
3. Research and synthesize historical/cultural knowledge of media arts aesthetics, genres, influences, styles and techniques.
4. Identify the purpose, audience, and audience needs for preparing graphics.
5. Demonstrate standard copyright rules for artwork, graphics, and graphic use.
6. Demonstrate project management tasks and responsibilities.
7. Communicate with others (such as peers and clients) about design plans.
8. Demonstrate a proficient level of compositional theory, principles and elements of design electronic two-dimensional drawing processes using diverse media.
9. Gain functional competence with principles of visual organization, including the ability to work with visual elements in two and three dimensions; color theory and its applications; and drawing.
10. Develop an understanding of the common elements and vocabulary of art/design and of the interaction of these elements, and be able to employ this knowledge in analysis.
11. Identify and use tools and materials for freehand drawing.
12. Demonstrate the ability to transfer traditional drawing knowledge and skills to electronic media.
13. Identify and apply method for producing perspective drawing.
14. Demonstrate design principles, elements, and graphic composition.
15. Demonstrate graphic resolution, graphic size, and graphic file formats for web, video, and print.
16. Demonstrate effective use of typography.
17. Demonstrate effective use of symbols and representative graphics.
18. Define key terminology when working with graphics.
19. Develop a proficient level of techniques using multiple forms of technology to produce media art works specifically in two-dimensional media.
20. Identify elements of the vector based drawing software user interface and demonstrate knowledge of their functions.
21. Use non-printing design tools in the software interface.
22. Demonstrate an understanding of and select the appropriate features and options required to manage color, pattern, and gradient swatches.
23. Demonstrate an understanding of vector drawing concepts.
24. Demonstrate how to work with brushes, symbols, graphic styles, and patterns.
25. Demonstrate layers and masks.

26. Import, export, and save files.
27. Demonstrate how to create documents.
28. Demonstrate effective use of drawing and shape tools.
29. Demonstrate how to effectively use type tools.
30. Demonstrate how to effectively use scanned or photographic images.
31. Demonstrate the ability to create realistic graphics.
32. Demonstrate how to effectively modify and transform objects.
33. Create proficient graphic arts products that communicate ideas, thoughts and feelings specific to a target audience.
34. Develop a proficient level of techniques using multiple forms of technology to produce media art works specifically in two dimensional graphics.
35. Collaboratively and individually demonstrate a proficient use of marketing concepts, product development and distribution concepts.
36. Prepare vector graphics for web, print, and video.
37. Review and explain the role of advertising as an integral part of a company's marketing strategy.
38. Produce an advertisement for print media.
39. Demonstrate standard copyright rules for content use in page layouts.
40. Demonstrate project management tasks and responsibilities.
41. Communicate with others (such as peers and clients) about design plans.
42. Demonstrate appropriate properties of page layouts for print, web, and digital publishing.
43. Demonstrate design principles, elements, and page layout composition.
44. Apply key terminology when working with page layouts.
45. Identify elements of the page layout and design software interface and demonstrate knowledge of their functions.
46. Demonstrate usage of features and options required to manage colors.
47. Demonstrate effective use of layers.
48. Demonstrate exporting, packaging, saving, and organizing files.
49. Demonstrate how to create multiple-page documents.
50. Demonstrate how to use styles.
51. Demonstrate how to use frames in a page layout.
52. Add text to a page layout.
53. Add graphic, image, and video content to a page layout.
54. Demonstrate how to create special page elements using page layout and design software tools.
55. Demonstrate how to add interactive elements using page layout and design software tools.
56. Demonstrate how to prepare page layouts for publishing to print.
57. Demonstrate how to prepare page layouts for export to multi-screen devices.

Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement
• CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
• Kentucky Occupational Skill Standards
• 21st Century Skills

Digital Imaging
Valid Course Code: 480921

Course Description: This course is an accomplished study and production of creative and conceptual aspects of designing and producing digital imagery, graphics, and photography. This includes techniques, genres, and styles from fine arts and commercial advertising, internet and multimedia, web design, and industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing authentic products. This course entails an accomplished use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files. Typical course topics include: aesthetic meaning and analysis of computer generated works; composing, capturing, processing, and programming of imagery and graphical information; their transmission, distribution and marketing; as well as contextual, cultural and historical aspects and considerations.

Content/Process

Students will:
1. Examine careers and entrepreneurial opportunities associated with the media arts (photography).
2. Explore terminology and reporting to define terms used in digital photography.
3. Identify the application of simplicity, rule of thirds, point of view, focal points, proportion/scale and framing.
4. Communicate a specific idea through the subject matter and the composition of a photograph.
5. Use critical thinking skills to describe, interpret, analyze and make judgments about composition.
6. Prove knowledge of image-generating devices, their resulting image types and how to access resulting images in raster based software.
7. Apply knowledge of filters.
8. Prove knowledge of color correction using industry standard photo editing/raster based software.
9. Synthesize and relate knowledge and personal experiences to make art.
10. Cite evidence of typography.
11. Revise knowledge of project management tasks and responsibilities.
12. Synthesize and relate knowledge and personal experiences to make media designs.
13. Organize and asses media arts ideas and work.
14. Demonstrate and construct a proficient understanding of marketing concepts, product development and distribution.
15. Connect the purpose of media arts to persuasive advertising and marketing through arrangement of principles and elements of design.
16. Utilize key terminology when working with digital images.
17. Identify elements of industry standard photo editing/raster based software user interface demonstrating knowledge of its functions.
18. Demonstrate knowledge of retouching and blending images.
19. Apply knowledge of layers and masks in raster based software.
20. Apply knowledge of working with selections.
21. Apply corrections to tonal range, color, or distortions of an images.
22. Cite evidence and demonstrate of knowledge about image resolution, image size, and image file formats for web, video, and print.
23. Develop an accomplished level of techniques using multiple forms of technology to

produce authentic media arts projects.
24. Demonstrate knowledge of importing, exporting, organizing and saving designs.
25. Evaluate and strategically seek feedback for media arts projects and production processes, considering complex goals and factors.
26. Analyze, evaluate, and interpret meaning in works of media arts of self, peers and professional works communicating verbally and in writing.
27. Refine and compare a professional portfolio reflecting personal growth and development of a personal style.
28. Research and synthesize media arts elements, aesthetics, genres, influences, styles and techniques.
29. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products.
30. Demonstrate an understanding of and select the appropriate features and options required to implement a color management workflow.
31. Gain career awareness and the opportunity to test career choice.

Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement • CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review) • Kentucky Occupational Skill Standards • 21st Century Skills

Advanced Production Design
Valid Course Code: 480922

Course Description: This course emphasizes an advanced and independent use of compositional theory, elements and principles of design, techniques, and creative processes for effectively performing the function of persuasion and information through use of materials and media to create visual effects to produce original authentic works. Students will demonstrate an advanced level of creative expression to a variety of authentic design products (e.g. various print mediums such as magazines, newspapers, billboards, fictional and informational texts, product wrappers, and displays) through a purposeful arrangement of images and/or text and develop a strategic product presentation both independently and as a collaborative team. The course focuses on advanced computer generated designs as well as the use of various software and hardware with an emphasis on students creating, producing, responding, and connecting in visual art and new media. An in-depth independent study of career opportunities in media art is performed. Contemporary, cultural, and historical design may be studied.

Content/Process

Students will:

1. Demonstrate an advanced understanding of color models and application to diverse media.
2. Demonstrate proper equipment operation and following procedures in a safe manner and achieving one-hundred percent on a written/demonstration safety test.
3. Utilize information and ideas about the art and design around them and throughout the world.
4. Explain and use colors (HSB/RGB/CMYK/Pantone/TruMatch/Focoltone).
5. Describe and demonstrate how to apply spot color to graphics and text.
6. Identify and incorporate a variety of historical and cultural contexts in their artistic thinking and production.
7. Critically investigate and strategically interact with legal, technological, systemic, and vocational contexts of media arts.
8. Develop basic copywriting skills needed to acquire an entry level media arts job.
9. Discuss basic legal issues involved in media arts.
10. Independently select and prepare artwork for exhibition.
11. Identify and define authentic problems and significant questions for investigation.
12. Plan and manage activities to develop a solution or complete a project.
13. Collect and analyze data to identify solutions and/or make informed decisions.
14. Use multiple processes and diverse perspectives to explore alternative solutions.
15. Demonstrate the development of a professional portfolio and self-branding.
16. Independently utilize and adapt tools, styles, and systems in standard, innovative, and experimental ways in the production of complex media artworks.
17. Demonstrate an advanced skill level in one or more electronic media processes using diverse media, software, hardware, etc.
18. Independently and collaboratively present a product design to a client, either hypothetical or authentic.
19. Research and report on media arts related careers of their choice in planning for college/career paths.
20. Demonstrate employability skills required by business and industry.
21. Review and use portfolio presentation and interview skills.
22. Prepare portfolio of student's best work.
23. Design and produce a creative resume, cover letter, and self-promotional material.

24. Examine how related student organizations are integral parts of career and technical education courses through leadership development, school and community service projects, and competitive events.
25. Constructively critique their media art designs and the work of others while using visual arts terminology at an advanced level.
26. Connect media arts to other art forms, academic content areas and to the global community.
27. Demonstrate and expound on the use of media artworks to consummate new meaning, knowledge and impactful cultural experiences.
28. Make connections among the arts, other disciplines, other cultures and the world of work.
29. Identify and explain the functional roles and activities of advertising for the marketing plan of a company.
30. Identify the two basic components that are the foundation on which all advertising is built.
31. Identify the business segments where most advertising is used and explain their differences.
32. Apply correct terminology to projects and marketing plans.
33. Identify and troubleshoot problems with marketing strategies.
34. Demonstrate an advanced independent skill level in the use of compositional theory, elements and principles of design, techniques and creative processes.
35. Demonstrate a conscientious use of a personal style.
36. Use imagination and creativity to develop multiple solutions to problems, expand their intellectual scope and create ideas for original works of art and design.
37. Fluently employ mastered creative and innovative adaptability in formulating lines of inquiry and solutions, to address complex challenges within and through media arts productions.
38. Develop basic copywriting skills needed to acquire an entry level visual communication job.
39. Discuss basic legal issues involved in visual communication.
40. Describe and demonstrate how to apply spot color to graphics and text.

Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement
• CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
• Kentucky Occupational Skill Standards
• 21st Century Skills

Video Studio Fundamentals
Valid Course Code: 480910

Course Description: This course will expose student to the materials, processes, and artistic techniques involved in creating video productions. Students learn about the operation of cameras, lighting techniques, camera angles, depth of field, composition, storyboarding, sound capture, and editing techniques. Course topics may include production values and various styles of video production (e.g., documentary, storytelling, news magazines, animation). Students may be exposed to digital and traditional film. As students advance they are encouraged to develop their own artistic styles. Major filmmakers, cinematographers, video artists and their work may be studied.

Content/Process

Students will:

1. Utilize identified methods to formulate multiple ideas, develop media arts goals and problem- solve in media arts creation processes.
2. Apply aesthetic criteria in developing, proposing, and refining design ideas, plans, prototypes and production processes for media arts productions, considering original inspirations, goals and presentation.
3. Consolidate production processes to demonstrate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles.
4. Refine and elaborate aesthetic elements and technical components to intentionally form impactful expressions in media arts projects for specific purposes, intentions, audiences and contexts.
5. Integrate multiple contents and forms into unified media arts productions that convey specific themes or ideas, such as interdisciplinary projects or multimedia theatre.
6. Demonstrate a defined range of design, technical and soft skills, through performing specified roles in producing media arts projects, such as strategizing and collaborative communication.
7. Define a range of creative and adaptive innovation abilities, such as divergent solutions and bending conventions, in developing new solutions for identified problems within and through media arts productions.
8. Demonstrate adaptability using tools, techniques and content in standard and experimental ways to communicate intent in the production of media arts projects.
9. Apply basic knowledge of camera operation skills, including applying appropriate camera angles, and demonstrating knowledge of depth of field and appropriate camera placement.
10. Apply basic knowledge of lighting techniques as applied to studio and field productions.
11. Apply basic sound capture and sound editing skills in studio productions.
12. Write basic scripts for production using the appropriate genre formats.
13. Write for the purposes of production, persuasion, information and narration.
14. Utilize conventions of standard English, including capitalization, punctuation, and spelling when writing.
15. Generate new ideas in scripting creating and applying storyboards in the production of videos.
16. Work with peers completing jobs associated with the various styles of studio, field and film style productions.
17. Demonstrate basic skills in the use of computer software for video production and editing.

18. Demonstrate basic performance skills in news casting, hosting and ad lib announcing.
19. Write scripts for entertainment genre video productions, including visual poems, short narratives and music videos collaborating with others.
20. Write scripts for persuasive genre video productions, including public service announcements, commercials and promotional videos collaborating with others.
21. Identify news and feature story leads using a basic knowledge of news elements.
22. Cover news events for the production of news and feature story packages.
23. Demonstrate journalistic ethics in story coverage and production.
24. Schedule and complete interviews for produced packages.
25. Comply with copyright requirements in production.
26. Write scripts for information genre video productions, including news and sports stories, and news feature packages collaborating with others.
27. Review assembled films or edited video on screens or monitors determining if corrections are warranted.
28. Trim film or video segments to specified lengths and reassemble segments in sequences that present stories with maximum effect.
29. Select and combine the most effective shots of each scene to form a logical and smoothly running story.
30. Edit films and videotapes to insert music, dialogue and sound effects arranging films into sequences correcting errors using editing equipment.
31. Cut shot sequences to different angles at specific points in scenes, making each individual cut as fluid and seamless as possible.
32. Determine the specific audio and visual effects and music necessary to complete films.
33. Set up and operate computer editing systems, electronic titling systems, video switching equipment and digital video effects units to produce a final product.
34. Design the presentation and distribution of collections of media arts projects, considering combinations of designs, formats and audiences.
35. Evaluate making improvements in presenting media arts productions, considering personal and local impacts, such as the benefits for self and others.
36. Analyze and evaluate video productions using quality standards.
37. Analyze the qualities of and relationships between the components, style and preferences communicated by media arts and artists.
38. Analyze how a variety of media art designs manage audience experience and create intention through multimodal perception.
39. Analyze the intent, meanings and reception of a variety of media arts, focusing on personal and cultural contexts.
40. Evaluate media arts and production processes at decisive stages, using identified criteria and considering context and design goals.
41. Access, evaluate and integrate personal and external resources to inform the creation of original media arts projects, such as experiences, interests and cultural experiences.
42. Explain and demonstrate the use of media arts to expand meaning and knowledge, creating cultural experiences, such as learning and sharing through online environments.
43. Demonstrate and explain how media arts and ideas relate to various contexts, purposes and values, such as social trends, power, equality and personal/cultural identity.
44. Critically evaluate and effectively interact with legal, technological, systemic and vocational contexts of media arts, considering ethics, media literacy, social media, virtual worlds and digital identity.

Connections

- Post-Secondary Connection— Course determined through local dual/articulation

agreement
- CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
- Kentucky Occupational Skill Standards
- 21st Century Skills

Studio Directing and Performance
Valid Course Code: 480911

Course Description: This course explores the role of the director within the studio system. Students develop knowledge and skills in studio multi-camera and field television production. Students also develop performance skills for broadcasting including interpretation of copy, news casting, and ad lib announcing. The course covers techniques of narrative and non-fiction writing and scripting, the analysis and writing of radio, television, and video materials, including storytelling and screenwriting.

Content/Process

Students will:

1. Utilize methods to formulate multiple ideas, refine design goals increasing the originality of approaches in media arts creation processes.
2. Write proficient quality scripts for entertainment genre video productions, including visual poems, short narratives and music videos.
3. Write proficient quality scripts for persuasive genre video productions, including public service announcements, commercials and promotional videos.
4. Identify news and feature story leads using a proficient knowledge of the news elements.
5. Cover news events for the production of proficient quality news and feature story packages.
6. Apply a personal aesthetic in designing, testing and refining original design ideas, prototypes and production strategies for media arts productions.
7. Demonstrate choices in organizing and integrating content and stylistic conventions in media arts production, demonstrating understanding of associated principles.
8. Refine aesthetic elements and technical components to form impactful expressions in media art projects for specific purposes, intentions, audiences and contexts.
9. Select scripts for production determining how material should be interpreted and performed.
10. Research scripts determining how they should be directed.
11. Integrate various arts, media arts forms and academic content into unified media arts productions that retain thematic integrity and stylistic continuity.
12. Demonstrate proficient knowledge of camera operation skills, applying appropriate camera angles and demonstrating knowledge of depth of field and appropriate camera placement.
13. Demonstrate proficient knowledge of lighting techniques as applied to studio and field productions.
14. Apply proficient sound capture in studio and field productions demonstrating sound editing skills.
15. Direct productions in the studio and field demonstrating accomplished knowledge of compositional concepts and intended audience.
16. Demonstrate leadership and collaboration skills when working with peers.
17. Demonstrate skills in the use of computer software for video production and editing.
18. Demonstrate performance skills in news casting, radio announcing, hosting and ad lib announcing.
19. Provide leadership in producing/directing and performing in narratives and non-fiction productions.
20. Provide leadership when working with others to produce entertainment and persuasive genre video productions.
21. Obtain necessary copyright permissions complying with copyright regulations.

22. Produce scripts for information genre productions.
23. Analyze productions, evaluate programs success, creating future production goals.
24. Supervise and coordinate the work of camera, lighting, design and sound crew members.
25. Plan details such as framing, composition, camera movement, sound and actor movement for each shot or scene.
26. Direct live broadcasts, films and recordings, or non-broadcast programming for public entertainment or education.
27. Collaborate with technical directors, managers, crew members and writers discussing details of production.
28. Compile cue words, phrases and cue announcers, cast members and technicians during performances.
29. Identify and approve equipment and elements required for productions.
30. Consult with writers, producers, or actors about script changes or "workshop" scripts, through rehearsal with writers and actors to create final drafts.
31. Demonstrate command of design, technical and soft skills in managing and producing media arts projects.
32. Demonstrate ability in creative and adaptive innovation abilities addressing challenges within and through media arts productions.
33. Demonstrate adaptation and combination of tools, styles, techniques and interactivity to achieve goals in the production of a variety of media art designs.
34. Design a presentation and distribution of collections of media art designs through a variety of contexts, such as mass audiences and physical and virtual channel.
35. Evaluate and implement improvements in presenting media art designs, considering personal, local, and social impacts.
36. Analyze the qualities and relationships of the components in a variety of media art designs and give feedback on how they impact an audience.
37. Analyze how a broad range of media art designs manage audience experience, create intention and persuasion through multimodal perception.
38. Analyze the intent, meanings and influence of a variety of media art designs, based on personal, societal, historical and cultural contexts.
39. Evaluate and give constructive critique of media art designs and production processes.
40. Synthesize internal and external resources enhancing the creation of persuasive media art designs.
41. Demonstrate the use of media arts synthesizing new meaning and knowledge.
42. Demonstrate the relationships of media arts ideas and works to various contexts, purposes and values.
43. Investigate and interact with legal, technological, systemic and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity.

Connections

- Post-Secondary Connection— Course determined through local dual/articulation agreement
- CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)
- Kentucky Occupational Skill Standards
- 21st Century Skills

Advanced Studio Production (Moving Image)
Valid Course Code: 480912

Course Description: In this course students will explore the creative and conceptual aspects of designing and producing moving images for the variety of cinematic, film/video and multimedia presentations including: fictional dramas, documentaries, music videos, artistic and experimental presentations and/or installations, interactive, immersive and performance media.
Content/Process

Students will:

1. Integrate principles with a variety of methods forming original ideas, solutions and innovations in media arts creation processes.
2. Analyze important contexts such as historical or cultural considerations and target audiences in reference to their impact on productions.
3. Produce moving image (multimedia) works that are effective in communicating ideas, thoughts and feelings to target audiences in a variety of production genres.
4. Research production topics using the internet, video archives and other informational sources.
5. Demonstrate an understanding of the ethics and laws that impact the production of various genres of video programs.
6. Integrate a knowledge of systems processes in forming, testing, and proposing original design ideas, prototypes and production frameworks, considering constraints of goals, time, resources and personal limitations.
7. Synthesize content, processes and components to express compelling purpose, story, emotion or ideas in complex media arts productions.
8. Refine elements and components to form impactful expressions in media arts designs, directed at specific purposes, audiences and contexts.
9. Synthesize media arts forms and academic content into unified media arts productions retaining design fidelity across platforms.
10. Employ design, technical and soft skills in managing and producing media designs.
11. Employ creative and innovative adaptability in formulating lines of inquiry and solutions addressing challenges within and through media arts productions.
12. Utilize and adapt tools, styles and systems in standard, innovative and experimental ways in the production of media arts.
13. Design a presentation of media arts for intentional impacts, through a variety of contexts.
14. Evaluate, compare and integrate improvements presenting media arts, considering personal to global impacts.
15. Determine effective media and equipment for production demands.
16. Write and edit news stories from information collected by reporters and other sources.
17. Write effective scripts in appropriate formats for genres of video production.
18. Demonstrate style and esthetic meaning in video production.
19. Supervise and coordinate the work of camera, lighting, design and sound crew members.
20. Coordinate the activities of writers, directors, managers and other personnel throughout the production process.
21. Conduct meetings with staff to discuss production progress and to ensure production

objectives are attained.
22. Review film, recordings or rehearsals to ensure conformance to production and broadcast standards.
23. Resolve personnel problems that arise during the production process by acting as liaisons between dissenting parties when necessary.
24. Demonstrate advanced graphics production and special effects utilizing industry standard editing tools and software.
25. Monitor postproduction processes to ensure accurate completion of details.
Connections
- Post-Secondary Connection— Course determined through local dual/articulation agreement   - CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)   - Kentucky Occupational Skill Standards   21st Century Skills

Media Arts Co-op
Valid Course Code: 480950

Course Description: Cooperative Education for CTE courses provide supervised work site experience related to the student's identified career pathway. A student must be enrolled in an approved capstone course during the same school year that the co-op experience is completed. Students who participate receive a salary for these experiences, in accordance with local, state and federal minimum wage requirements according to the Work Based Learning Guide.
Content/Process
Students will: 1. Demonstrate and practice safe work habits at all times.   2. Gain career awareness and the opportunity to test career choice(s).   3. Receive work experience related to career interests.   4. Integrate classroom studies with work experience.   5. Receive exposure to facilities and equipment unavailable in a classroom setting.   6. Increase employability potential.
Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement   • CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)   • Kentucky Occupational Skill Standards   • 21st Century Skills

Media Arts Internship
Valid Course Code: 480951

Course Description: Internship for CTE courses provide supervised work-site experience for high school students who are enrolled in a capstone course associated with their identified career pathway. Internship experiences consist of a combination of classroom instruction and field experiences. A student receiving pay for an intern experience is one who is participating in an experience that lasts a semester or longer and has an established employee-employer relationship. A non-paid internship affects those students who participate on a short-term basis (semester or less). All information referenced to the Work Based Learning Guide.
Content/Process
Students will: 1. Demonstrate and practice safe work habits at all times.   2. Gain career awareness and the opportunity to test career choice(s).   3. Receive work experience related to career interests.   4. Integrate classroom studies with work experience.   5. Receive exposure to facilities and equipment unavailable in a classroom setting.   6. Increase employability potential.
Connections
• Post-Secondary Connection— Course determined through local dual/articulation agreement   • CTSO—SkillsUSA and/or TSA (STLP encouraged even though not a recognized student organization for program review)   • Kentucky Occupational Skill Standards   • 21st Century Skills